

Citation:

Zhang, Y. B., & Agard, A. (2004). Cultural values presented in U.S. television commercials featuring older adults. *Hallym International Journal of Aging*, 6, 167-183.

Abstract:

This study examined commercials (N = 341) featuring older adult(s) shown on four U.S. TV networks (i.e., ABC, CBS, NBC, and FOX) to uncover the dominant value themes. Seven value themes (Cheng & Schweitzer, 1996; Mueller, 1992; Pollay, 1983) were identified as applicable in the current sample. This study found that the most frequent value themes that emerged in these commercials were health, utilitarian values, and economy, followed by less frequent themes such as enjoyment/pleasure and family. Technology and success appeared least frequently. Results are compared with conceptualizations in previous research and discussed in the context of aging and television advertising.

Keywords:

aging, U.S. television commercials, older adults, values